

*Free Sampler Edition from NotVanillaMedia.com*

# ***The Jewelry Store Advanced Marketing System***

**17 Secrets To Get More Customers In A  
Month Than You Currently Get All Year!**

***Discover The Secrets Of Generating A Constant Flow Of  
New Customers Into Your Jewelry Store!***

- How to generate a constant stream of qualified new customers who are calling you!
- How to create and implement predictable, reliable and profitable marketing systems and strategies!
- How to create systems to automate your business so you can work less and play more!
- Marketing techniques, sales letters, ads, flyers, and other proven and tested strategies that will cause clients to seek YOU out!
- Ready-to-go promotions that can be customized to your business and used immediately to create a flood of new customers!

**The source of real-world information and success secrets designed to build your business and increase your income so you can live your life the way you want it!**

**By Michael Johnson**

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## **Welcome to the 3rd Edition!**

### **Congratulations And Welcome On Your New Journey!**

Dear Friend,

Welcome!

The decision you made to invest in this book just may be one of the most important decisions you've made in your business career. After thoroughly reading this material you will have a better education in effective emotional direct-response marketing techniques than 95% of most business owners.

The ability to effectively and predictably generate a constant flow of new clients is one of the most important... if not *THE* most important thing... that you can do as a business owner.

The most important thing that I teach business owners is this: You're not in the Jewelry Store business. You're in the business of *marketing* the Jewelry Store business.

You can be the best Jeweler in the universe, but if nobody knows about you and you don't have a constant flow of new customers, the reality of the situation is that you're going to go broke.

I'm sure you know of Jewelers that aren't great at what they do. Maybe just average. But they have a profitable, thriving business. Why is that? It's because they are good at marketing what they do.

Learning how to effectively market your business is what will make the difference between success or failure.

We've got a lot of ground to cover to get you up to speed. Please keep an open mind as you read this material. A lot of it may be the exact opposite of what you thought or have been led to believe (by self-serving advertising agencies or ad reps) that successful advertising and marketing is all about.

I've seen some of the slick, four color "institutional-type" image ads that have been circulated in the Jewelry industry.

Even if you have a lot of money to spend, I would never advise you to spend one cent on those fancy-looking image ads. The ad reps will tell you that you have to keep running those ads week after week because "repetition is important in order for people to see the ad and find out about you".

Plus, they want you to keep spending your money with them week after week without you having any idea if these ads are actually bringing you any business. They don't want you to be able to track the response from the ad. Then you might be able to find out that you're wasting your money!

I'll show you how to never waste another dime on ads that are unaccountable. In this book you'll learn how to track response from each and every ad or promotion so that you can repeat the winners and ditch (or revamp) the losers.

You've got a lot to learn so please keep an open mind as you make your way through the material. It may seem daunting at first because I've tried to cram a lot of stuff in this manual. Just take it a bite at a time and allow each section to "digest" before moving on to the next section.

This book is not something that you can read passively like you would read a novel or newspaper and then hope that your new-found knowledge will somehow miraculously change things for the better. You have to actually get involved and *implement* what you've learned.

It's going to take some work and thought on your part to make this material come alive and transform your business.

I don't really care what you do first. Just do *something!*

If you have questions, I want you to be able to get my help if you need it.

Let's get started! The next 30 to 90 days could be the most exciting times of your business career!

Welcome to the program and I look forward to hearing about your success.

All the best,

Michael Johnson



**P.S. You are getting a complete direct response marketing education in this book.** Teaching you the principles with proven offline marketing that still works great today and you'll see multiple ways to use the principles in any online marketing you choose to do.

It applies there just as well because online marketing is simply another medium. Like magazines, newspapers, and tv or radio advertising. FaceBook or Google ads, email newsletters, and YouTube videos are just another way to advertise your business. Take an advertisement that works in one and try it in multiple mediums to get even more results.

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# THE JEWELRY STORE ADVANCED MARKETING SYSTEM

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You've probably read books or articles, or even taken courses and attended seminars put on by consultants or other successful business owners. What they say seems to make sense, and they make it sound easy. But when you try to apply their techniques and ideas, you get frustrated because you do not get the same spectacular results that they did.

There are a couple of good reasons for this:

**FIRST:** Many of these "super-successful business owners" are successful because they are natural salespeople. They have a particular personality, and to *really* duplicate what they do is virtually impossible. There isn't anything wrong with you if you can't duplicate *their* success. If you've listened to my audios, for example, you might notice the difference between me and say... Tony Robbins. There are a lot of people *trying* to be the next Tony Robbins, and frankly, there's only one of him. The reason you and I can't duplicate the success of these super-stars is because *we aren't them*.

The beauty of the *Jewelry Store Advanced Marketing System* is that you don't have to copy anybody else's style or sales technique. It's all a matter of *specific marketing systems* - *not salesmanship*. The systems drive the calls to you, and it is the systems that will produce a constant flow of new clients into your practice. Then, you use your own personal style to help your client.

**SECOND:** When you try to apply a technique from a book, course, or seminar to your business, and it doesn't work, you're on your own. With a small adjustment, it might be extremely successful, but with 99% of the books, audios, seminars, etc. you buy, there is no follow-up support to ask even the most basic question. **Readers are able to get help from us, at the point that you need it!** Send your questions to us via email and we'll reply with an answer as soon as possible.

# **Why 99% Of Most Advertising & Marketing Doesn't Work...And What Does Work!**

I met with a really nice guy who runs a Karate school near my home. He had been running a small display ad in the local paper every week. To the best of his knowledge, it had *never* brought in any business but he continued to run it week after week.

The ad rep for the newspaper told him that it was important to “keep his name out there” and that people need to see an ad a number of times before they respond.

His ad consisted of his business name, “Smalltown Karate” (the names in the story have been changed) at the top of the ad. Then it listed his address and phone number.

There was a picture of a kid in a Karate uniform punching the air.

Then it listed some professional organization he was a member of along with their logo.

This ad is what we call “image” or “institutional” advertising.

It's like the company that spends tens of millions of dollars on their pink “Bunny” ads that show the toy bunny

going and going and going. They hope that continually seeing their ads and commercials with their cute little bunny will endear you to them, and the next time you're in the store and you need batteries, you'll buy their brand.

It sounds great in theory. And this company spends tons of money for you to see their bunny ads.

The interesting thing that you'll find is a lot of people have seen these little pink bunny ads, but when polled about which company he represents...*over 50% name the wrong company!*

So much for image advertising!

Ad agencies almost always sell you on that "creative" (but ineffective) image advertising. Ad reps get paid a commission based on the amount of media they sell. It doesn't have to be profitable or effective at all for *them* to get paid. Then to add insult to injury, they tell you that you have to keep running that ad because people need repeated exposure to an ad in order for it to be effective.

Here's what I've learned about that "it needs to be seen over and over for name recognition" B.S. If an ad doesn't work the first time it runs, it only gets *worse* the longer it runs.

I don't want you to waste another dime on traditional, unaccountable image advertising.

The kind of marketing that I use and teach is the most effective kind of marketing. It's a non-traditional form of marketing that generates direct, fast, and always measurable results. I'm talking about *Direct Marketing*, also known as *Direct Response Marketing*. It's designed to get an immediate response (phone call, appointment, sale, walk-in, etc.) from qualified potential clients and the results are *always* measurable.

**Direct Marketing Is The Use Of Techniques That Can Be Used Over And Over Again To Produce Predictable,**

## **Trackable, And Dependable Results Because They Have Been Tested And *Proven To Produce Consistent Results.***

Why use image advertising to “get your name out there” when Direct Marketing will produce consistent measurable results, while at the same time “getting your name out there”?

We want every dollar invested in marketing to produce a direct, quick, and measurable return on that dollar, plus some profit. Most media reps and ad reps have little to no understanding about that kind of marketing. The only thing they know, and therefore the only thing they can recommend, is to say the same thing in your ads in the same way that everybody else in your industry is saying it.

But you need to be different so you can stand out from the rest of the crowd. We’ll cover exactly how to find out what makes your business unique in the next section, but for now I want you to get an understanding about why most marketing doesn’t work.

## **The Formula For A Successful Ad**

**Your prospect’s favorite radio station is WIIFM.**  
That’s what your prospect wants to know...**What’s In It For Me?**

They don’t care that you belong to the “Old World National Amalgamated Universal Karate Association”. They don’t care that you’ve been in business for 107 years. They just want to know “What’s in it for me?”

So by putting your business name at the top of the ad or featuring it prominently in the ad, you’ve just violated the first rule of effective Direct Response marketing and that is:

**1. The ad must first capture the prospect’s attention.**

The best way to do that is with an attention-grabbing HEADLINE. If you don't capture your prospect's attention, they will skim right over your ad as if it didn't exist.

## **2. The Ad Copy Must Maintain The Prospect's Interest.**

Keep your ad focused on what the prospect has to gain by dealing with you. A good thing to keep in mind as you write your ad copy is to say to yourself, "Who cares?"

For example, if your ad says you are a member of some kind of professional organization, the prospect is thinking "Who cares?".

Or maybe your ad says, "In business since 1976". Once again, "Who cares?" That's a "me" message. The only person that stuff is important to is YOU! Remember **WIIFM!** No "me" messages. The only thing that's important is what you offer your prospect.

Now if the fact that you're a member of a professional organization actually benefits your prospect in some way, then your copy needs to convey that as a benefit. For example:

**"We're a member of the Old World National Amalgamated Universal Karate Association so we only teach the most effective and proven techniques that are guaranteed to drop any attacker regardless of size and are so easy to learn that you can feel confident by only your third lesson."**

Of course, I'm making that all up but hopefully you get the idea. Everything you say in your ad has to be translated into a benefit for the customer. If it doesn't answer the question, **WIIFM?**, then it has no business being in your ad!

## **3. The Ad Must Move Your Prospect To Action**

The ad should prompt the reader to pick up the phone and call you, request your "FREE Report" (more on that later),

schedule an appointment, walk into your place of business, etc. And it should compel the prospect to take action immediately. If they don't take action immediately, they'll forget about you. I'll show you some tips later in this course to help motivate your prospects into taking action right away.

This process is known by many names, but I like to refer to it as "problem, agitation, solution". We present the problem, remind the prospect of the effects of the problem on his life, and then present our solution.

Here's an example of an ad that follows our formula:

**"Do You Know The 7 Secrets Any Woman Can Instantly Use To Destroy Any Threat To Her Life...Even From The Most Violent, Vicious Criminal Attack?"**

Are you confident that you could successfully defend yourself against a violent attack against you or your family?

Do you know the most important thing you absolutely *must* do if confronted by a potential threat or attacker?

Many Smallville area residents are learning how to defend themselves and their families while having fun and making new friends in a relaxed, friendly atmosphere.

Call Bob's Martial Arts & Fitness 24 hour recorded message at **888-777-7777** to get your FREE report entitled, "The 7 Secrets Any Woman Can Instantly Use To Destroy Any Threat To Her Life...Even From The Most Violent, Vicious Criminal Attack".

So who do you think is going to respond to that ad and request our free report? Probably women that are concerned about their own personal safety and the safety of their family.



The headline identified our target market (women) and the ad copy presented (agitated) the problem. Then our solution was presented with a call to action...call for a free report. (More on recorded messages and free reports later. They can help you make a ton of money!)

Let's compare that to a typical ad that you've probably seen a million times:

## **Bob's Karate School**

**A Tradition Of Excellence Since 1982**



**Classes for children, adults, and families.**

**123 W. Main Street**

**555-1212**

**Free First Lesson**

This is an actual ad that I've seen run in my local paper. I've changed the name but it pretty much runs almost exactly like this.

I have to give Bob some credit. There is *some* semblance of an offer here. He's offering a free first lesson. But why waste my time on a free lesson when I have no idea **WIIFM?**

What if Bob's ad said something like this:

**“Here's A Quick Way To Lose Weight, Feel Great, Learn Self Defense And Be Remarkably Healthy In Just 30 Minutes, Three Times A Week...100% Guaranteed Or You Pay Nothing!”**

Karate can do all that and more!

It's not just about self defense, and learning a few punches and kicks. Each lesson is designed to give you a complete cardiovascular workout, while teaching you discipline, tradition, and self defense, in a fun family atmosphere.

Classes are available for Preschoolers, 4 to 6 year olds, older children, adults, and families.

Call Bob's Karate at **555-1212** for more information. The first 20 callers who mention this ad will get their first lesson (a \$20 value) absolutely FREE!

So now Bob's ad has an attention-grabbing headline. Who do you think would be attracted to this headline? Probably people interested in losing weight, getting in shape, and learning self defense. Your ad probably won't capture the attention of someone *not* interested in those things. That's OK...they're not a prospect for your service. But your ad has effectively captured the attention of the person who *is* a prospect for your service.

The headline has a strong statement of benefits and it includes a powerful guarantee. The entire offer is basically summarized in the headline.

The body copy explains that Karate can help the prospect do all those things...lose weight, get in shape, etc. So you offer your solution.

You then address their concerns: It's a relaxed fun atmosphere, etc. I probably could have gone into more detail here about how the prospect doesn't have to worry about getting kicked in the head, breaking boards, etc. But all those details can be addressed in the next step which may be sending them our FREE report, or an initial free lesson, or an appointment to discuss their needs, etc.

The final step is our call to action which includes an incentive for not delaying that action. We tell them to call for more information and the first 20 get a lesson free worth \$20.

So the ad hits on our prospect's "hot buttons"...lose weight, feel great, learn self defense, etc.

You must know what your prospect's "hot buttons" are. In other words, why are people signing up for your program? What are the main reasons that people enroll as students? Not the reasons *you* think they're signing up, but their reasons for getting involved with your program.

How do you find out this information? ASK! Take a little survey of your students and find out why they joined and what they wanted to get out of their involvement in martial arts. When certain reasons keep coming up like...

- "I want more confidence"
- "I want to be able to defend myself if I ever had to"
- "I want to get in shape"...

...then this information is very important. It tells you what motivates prospects to join your program. These are also the main benefits you need to feature in all your advertising and marketing.

Now the above reasons may not be the reasons people join *your* program. They are just examples. The reasons people join your program may be unique to your particular style, your geographic area, etc. You need to ask your students to find out for sure.

I'm sure some of the reasons I mentioned earlier like self defense, get in shape, etc. are universal, but there may be benefits that are specific to *your* business, so do the research and find out for certain. We'll talk a little more in depth on this subject in the next section.

## Summary

- Don't waste another dime on traditional, unaccountable image advertising.
- Direct marketing is the use of techniques that can be used over and over again to produce predictable, trackable, and dependable results because they have been tested and *proven to produce consistent results*.
- Your prospect's favorite radio station is WIIFM.
- Your ad must first capture the prospect's attention.
- The ad copy must maintain the prospect's interest.
- The ad must move your prospect to action.

**“...you must show how he is going to benefit, and you cannot do it unless you have the faculty of putting yourself in his place...The experienced writer...picks the motive that is strongest, and presents it from the viewpoint of the reader alone...Description of your product is necessary. But description, no matter how**

**interestingly done, will never sell your product by the thousands. It is what it will do for the one who buys it that counts!”**

*The Robert Collier Letter Book*

## **The Lifetime Value Of A Client - Your “Marketing Edge”**

If you know the “Lifetime Value” of your client, you can double your business almost overnight. It's the “Marketing Edge” that will get lots of new students coming through your door.

Once you know the Lifetime Value of your client, you'll know exactly what you can afford to spend to bring in a new customer.

By the way, you'll notice that I use the word “client” instead of “customer” often throughout this course. I personally prefer the word “client” because it signifies someone that you have a long-term, advisor-type relationship with. The word “customer” in some people's minds means a person you sell a ‘one time’ product to and that is the extent of the relationship. And that is not the formula for long term success.

In my opinion, “student” has the same meaning as my definition of a “client”. A “student” is a person that you also have a long-term, advisor-type relationship with. And that is the formula we want to follow.

Let me explain what the Lifetime Value of a customer is...

**The Lifetime Value Of A Customer Is The  
Average Purchase Price, Multiplied By The  
Number Of Times They Buy From You In A**

## **Year, Multiplied By The Number Of Years They Remain Your Customer.**

For example: Your average monthly membership fee is \$60, of which \$40 is profit. Your new student spends this \$60 with you every month.

Let's say on average your customers stay with your program for an average of 2 years before dropping out. (I know, I know! You wish they stayed that long. Well, hold on. After learning all the good stuff in this course you should see your retention rate go up dramatically. That is, if you put all this new knowledge to work for you. It does you no good, just sitting on a shelf or sitting unused in your brain!)

This makes your regular customer worth  $\$40 \times 12 \times 2 = \$480$  *in profit* to your business. (At the end of this section is a form to help you calculate the Lifetime Profit Value of your customer).

You also might sell other products to your customers and you should also get referrals from them. This all adds up to extra profits over a period of time.

Even if you just approximate the extra sales, you'll start to get an idea of what every customer is really worth to your business.

Why is it so important to know this? Well, knowing the Lifetime Value of your customers gives you a HUGE "Marketing Edge". Armed with this information, you will now know...

**How to use Lifetime Value to immediately increase your business.**

Many businesses use promotions that offer some kind of first-time customer special discount...something like 10% off or a \$20 discount every time you spend \$100. Unless you have

a product or service that everybody wants, like the only lemonade stand in the Sahara desert, these kind of promotions create very little excitement. It's another "me-too" technique. Remember the marketing incest theory?

It may increase your business...but it will be at a snail's pace. In the meantime, you have bills to pay and the ads are costing you a fortune. At this pace it may take years to double your business...if you can stay in business!

Peter Sun, Australia's most expensive marketing gurus (kind of like our Dan Kennedy in the U.S.A.), tells a story about his friend who built a business from scratch using what he knew about the Lifetime Value of a client.

Peter's friend spent \$1 million on building three tennis courts, swimming pools, games room and barbecue facilities. The place was extraordinary. There was only one trouble: *He didn't have any customers!*

For one month he advertised in the local newspapers: FREE Tennis Lessons, FREE Court Time, FREE Barbecues and Swimming Pool Parties.

Guess what happened? The place was packed from 7 a.m. till 10 p.m. every day that month. He gave away lots of tennis lessons, food and court time. It cost him a few thousand dollars. But the interesting part is that at the end of the month, *he had a booming business!* The courts were booked solid and have been ever since.

Why is that? People got used to playing at his courts instead of someone else's. His complex was impressive and he charged more than the others.

### **This man knew the Lifetime Value of a client.**

He knew a regular weekly booking of two hours means \$20 per week x 52 = \$1,040 per year, plus coaching at \$25 per half hour each week plus sales of tennis balls, clothes, etc. etc.

This meant he could afford to give all those FREE games, coaching and food to attract new clients.

Can you see the possibilities for your business?

What you're doing is "buying" a new customer. You can afford it because you know how much an average customer will spend with you over their lifetime.

Because prospects don't know you, they may not be sure if they want to try you. That's why a FREE offer is a risk-free way for them to get to know you and see if your service is for them.

"Buying" new customers with an irresistible offer works really well, and it works extraordinarily well *almost* every time. I say "almost" because nothing works *all* the time.

There is one exception when this approach won't work! It won't work when your service and follow up is *lousy*. When you don't follow up your clients with "Thank You" notes, letters, newsletters and other forms of personal communication that show you care about them, your retention rate will plummet...and so will your Lifetime Value of your customer.

I can help you create a flood of new prospects and customers in a very short period of time, but if your "internal" systems and techniques are no good, then they are going to leave almost as fast as they came.

What do I mean by "internal systems and techniques"? How you and your staff treat your customers, your people skills, how your phone is answered, your attitude, whether or not you use some form of monthly communication, etc. These are things that you need to do exceptionally well because good business is about *developing relationships* with your customers.



## The Lifetime Value Of Your Client

<b>Average Sale Per Client (\$):</b>	
<b>LESS - Cost Of Sale (\$):</b>	
<b>EQUALS - Profit Per Sale (\$):</b>	
<b>MULTIPLY BY - No. Of Sales Per Year:</b>	
<b>EQUALS - Profit Per Year (\$):</b>	
<b>MULTIPLY BY - No. Of Years As Client:</b>	
<b>Lifetime Profit Per Client (\$):</b>	

Use this form to calculate the Lifetime Value of your customer. It will let you know how much you can afford to spend up-front to “buy” a new customer.

# The Master Success Formula - How To Grow Exponentially

Understanding the Master Success Formula is critical to building your jewelry business. The formula, although known by very few people, has been used to turn around failing businesses, and create quantum leap growth in businesses along with enormous increases in income.

Jay Abraham, a well-known marketing guru, teaches this formula each year to a select group of people who attend a special private seminar. He feels that this one secret is so valuable and can make such a staggering change in your business growth and income that he charges \$15,000 to attend his seminar!

I won't go into all the details that Jay does, but I think your eyes will really be opened after I explain how the Master Success Formula can cause exponential growth in your business and income.

This formula is the quickest way to boost profits 100% to 500% or more, especially if you have an existing client base.

If you read just a small percentage of the books available on business, it's easy to get confused by all the complicated ideas and theories. But when you boil all those fancy ideas down, *there are really only three ways to build your business.*

## The Master Success Formula

1. Get More Customers
2. Get More Purchases From Each Customer

(Increase your retention rate or increase your client's buying frequency)

### **3. Get Bigger Purchases From Each Customers** (Increase your customer's average purchase)

You're probably thinking, "That's too simple! People pay this Jay Abraham guy \$15,000 for this formula?!"

It is simple but watch how it can impact your business.

Most business owners spend most of their time, money, and energy on ineffective advertising to try to increase only the first category: **Get More Customers.**

What would happen if you spent equal amounts of time, money, and energy on not only getting more new customers, but also on increasing customer retention, and increasing the amount each customer spends with you each month?

**You would experience a quantum leap in income!**

For example, let's say that you currently have 300 past and present customers who stay with your program for six months and spend \$30 per month on average.

Using the Master Success Formula, we can calculate how much money you made. Your total revenues would be **\$54,000 per year.** Here's the formula:

<b>Get More Customers</b>	<b>Get More Purchases</b>	<b>Get Bigger Purchases</b>	<b>Total Revenues</b>
300 Clients	6 Months	\$30 Per Month	\$54,000

Let's say that after reading this manual you start to apply these secrets to increase your customer base, increase your retention rate (the length of time people keep buying), and you are also able to increase your monthly fees by adding more value to your program.

Let's be really conservative and say that these "17 Secrets" only bring you a 33% improvement in the number of new customers you bring in over the course of a year.

So now instead of 300 customers, you now have 400. I'm being very conservative here. That's an easily attainable goal using all of the secrets that you'll learn in this course. It's only 2 new customers a week.

Now, for the sake of our example, let's again be conservative and say we only increase our retention (Get More Purchases) percentage by 33%. In other words, we get our customers to stay with our program for 8 months instead of 6 months.

Finally, let's assume that you increase your monthly fee only 33% so instead of \$30 per month, your customers now pay \$40 per month.

So you've only made 33% improvements in each of the three categories of the Master Success Formula. How much has your business grown? Has it grown by 33% or maybe 99%?

No! Your revenues went from \$54,000 to **\$128,000!** You've more than doubled your revenues! And you haven't done anything that difficult. You just used the power of multiplication in the Master Success Formula.

Let's take a look:

<b>Get More Clients</b>	<b>Get More Purchases</b>	<b>Get Bigger Purchases</b>	<b>Total Revenues</b>
400 Clients	8 Months	\$40 Per Month	\$128,000

Let's take this one step further. After you've mastered the techniques in this course, it's likely that you'll be able to **double** your client base, **double** your retention rate, and **double** your membership fee.

In that scenario, **your income would increase to \$432,000 per year...an 800% increase!**

Nobody can guarantee that you'll do that, but I just wanted to open your eyes to the possibilities when you use the Master Success Formula.

Now let's talk about what you need to do to make your business "stand out" in the marketplace.

**“Nature is an endless combination and repetition of a very few laws.”**

*Ralph Waldo Emerson*

# Your “Magnetic Marketing Message” The Unique Selling Proposition

I have found that most jewelry stores haven't given any thought about who they are, what they are, and why people should do business with them. They haven't ever thought about what their message is to the marketplace. They have no clear and concise answer to the question, “Why should I do business with you instead of anyone else out there offering the same products?”

Let's do a little exercise together. Go to Google and look at all the ads in the category that best fits your business. Look at the message of each of those ads.

Do you see any messages or businesses that stand out from the rest? More than likely the answer is “No”. *Everybody is saying the same thing!*

Dan Kennedy, a successful direct marketing guru and author, calls this “marketing incest”. Businesses in a particular industry start saying the same things the same way as other businesses in that industry. They have the mistaken belief that it must be working if other businesses in that industry are doing it.

So then after a while, everybody in that niche is copying everybody else. All the ads and promotions look the same and convey the same basic message.

And “marketing incest” is no different than regular incest. Pretty soon everybody is stupid!

Doing things the same way as everyone else will get you the same results as everyone else!

So the question you need to ask yourself is:

**Why would people call you instead of anyone else in the marketplace offering what appears to be exactly the same product/service as you?**

You must give prospective customers a reason to call you that is different from everybody else out there. You need to develop a marketing message that sets you apart from everyone else and states clearly and concisely to your prospects why they should choose you.

This message is called a “**Unique Selling Proposition**” (**USP**). Your USP is a marketing message that separates you from your competition. Your USP tells people what makes you different and unique from all the other businesses in your niche, and therefore why a potential customer should choose you over any and all other options.

It also announces the main benefits of your product or service.

Your USP should answer this question:

**“Why Should A Customer Choose You Versus Any And Every Other Provider Of The Same Or Similar Service That You Provide... Or Any And All Other Options?”**

About 40 years ago, two brothers decided to put themselves through college by starting a small business. They chose a very competitive area, and in a short time the business was unsuccessful and one brother left the business, selling his share to the remaining brother for a used Volkswagen bug.

The remaining brother decided to try to make something of the business, and developed a USP that literally revolutionized the industry:

## **"FRESH, HOT PIZZA DELIVERED IN 30 MINUTES OR LESS, GUARANTEED!"**

Do I need to tell you the name of the company? In fact, if you walked outside and asked ten people to say the first word that popped into their minds when you said “pizza,” seven or eight of them would say “Dominos.”

At a time when you wouldn't have thought the world had room for another pizza place, Dominos became the most popular of all, due primarily to a simple message that differentiated them from everyone else.

This story demonstrates how a powerful USP can make an extraordinary difference! And because it can make so much of a difference, you absolutely must create a strong USP for your business.

Now, if you analyze the Dominos marketing message, you'll notice some very interesting things. First, it doesn't claim to be all things to all people. It doesn't mention Momma's special sauce recipe from the old country. In fact, there's not even any mention of the pizza being good.

All it says is that they'll get it to you while it's still hot and it's still fresh, and that they guarantee to do that. It answers the question of *why* you should do business with them. And it built an identity in their marketplace *very quickly*.

Second, it is very specific and meaningful. It doesn't say "It'll be there soon" or "It'll be real good." It says exactly what it means: FRESH, HOT, IN 30 MINUTES, AND GUARANTEED.

It's a clear, compelling, really great marketing message, and a good model to look at and keep in mind when you start to structure a USP for your business.

Now a lot of people ask me, “Can’t you just *give* me a USP?”



No, because if I *gave* you one, it wouldn't be **unique!**  
Your USP has to convey what is unique to your business.  
It can't be a boilerplate fill-in-the-blanks statement.

But I *can* give you a few examples.

My USP (the one I use for my consulting business) is:

**“I show business owners how to quickly, predictably, and easily generate a flood of new clients, patients, or customers without wasting money on ineffective advertising and without the gut-wrenching pain of cold calling or the humiliation of begging for referrals.”**

Guess what the response is to my USP?

**“Really? How do you do that?”**

That's exactly the response I want! They basically just stood up and raised their hand and said, “I'm interested in what you have to offer!”

They opened the door for me to present what I do. I didn't go chasing them down. They're pursuing me!

So your USP should be compelling enough to prompt the prospect to ask for more information.

Now when people ask what I do for a living, if I were to respond with, “I'm a business consultant”...the prospect's eyes would probably glaze over and his reply would probably be, “Oh, I see” while feigning interest.

In that scenario, he has absolutely NO IDEA what it is I do...and worse yet, he thinks it's of no interest to him because I haven't told him how what I do can benefit him.

If someone asks you what you do for a living and you respond, “I'm a Martial Arts instructor” or “I own a Karate

school”, the response will probably be the same as to my “I’m a business consultant” answer. People just don’t care until you show them how it benefits them! **WIIFM**, remember?

Now you may stumble upon the rare individual who will say, “Oh really. I’ve been thinking about getting involved in the Martial Arts.”

Congratulations! You just lucked out. You just got a prospective student in spite of your feeble USP. Hey, even a blind squirrel finds an acorn every now and then!

But what if you had responded like this:

**“I teach people how to defend themselves from any personal attack against them or their family, get in shape and improve their cardiovascular fitness, while having fun and meeting new people”.**

How many people do you think are interested in learning how to do that? Quite a few. But many of them have *no idea* that a martial arts program can help them do that. Now when they ask, “How do you do *that*?”...they have just opened the door for you to present your offer.

Give them your business card or invite them to a free lesson.

Speaking of business cards, you should have your USP on your business card. In fact, you should have your USP on all your correspondence, letterheads, etc.

Most business cards have about the same impact as my “I’m a business consultant” statement. They show your occupation, name, address, and phone number. Unless you’ve lucked out and stumbled upon somebody who was just looking for what you offer, people will pitch your card in the trash as soon as you’re out of sight.



So I've plastered my USP on everything I can!

If you don't have a USP that sets you apart from your competition (and all other options), you give your prospect little choice but to base their decision to use you on *price*. Maybe the only other deciding factor for your prospect would be convenience (another store is closer to their home).

**If you permit yourself, your services, or your products to be perceived as a “commodity”, your prospects must choose between you and your competition solely based on “price”.**

You do not want to compete based on price. It undermines everything we are trying to accomplish. Besides, what kind of message does, “We're the cheapest!” broadcast? It's definitely NOT the image you want for your business.

Almost all businesses who compete on price alone go out of business in a very short period of time. Here's why:

There is always another business willing to under-cut your prices in order to steal your customers. If you have nothing unique about you and you're competing on price alone...why would your customers stay with you? They won't! So you need a strong USP to attract *and keep* customers.

There are five primary ways to differentiate yourself other than just “price”:

1. Process
2. Personality
3. Product
4. Service

## 5. Marketing

Within these five areas you'll find the right one (or ones) on which you can create a powerful USP.

### The basics for developing a compelling USP:

- 1. It should offer something truly unique that sets you apart from everyone else.**
- 2. It should be a clear, concise statement with meaningful specifics, not vague generalities.**
- 3. It should convey specific benefits to your clients, and you should be able to communicate it in 60 seconds or less.**
- 4. It should communicate an emotional want in a way that makes an emotional connection with people.**

It's important that you dedicate the time to developing your USP now...one that will differentiate you and make a difference in your marketing and your business. And do this before you start implementing any of the strategies in this course. Because what we're going to do is position you so you're only talking to highly qualified, interested prospects who are eager to talk to you...rather than prospecting - which is talking to people who really don't want to talk to you and aren't qualified for your price points.

One of the ways to position yourself is to identify a specific target market that you want to go after. Remember how Domino's Pizza didn't try to be everything to everybody?

And that's what we'll talk about next. Who are the right people to deliver your message to and what's your plan of action.

**Here's one USP example for a jeweler:**

We offer a fun jewelry buying experience and help you take the time to pick out a dazzling piece of jewelry that you'll look amazing in and people will notice. Whether it's jewelry for you or a special gift for someone you love, we'll help you find the very best choices at a great price at our local store. You won't be rushed here and can look, touch and feel each piece in our well-stocked showroom.

**“The secret of business is to know something that nobody else knows.”**

*Aristotle Onassis*

# Your Plan of Action

The plan you'll be using to implement this program is very simple. It consists of just 3 very important steps:

- 1. Identifying the prospective customers you want to reach.**
- 2. Choosing the type of promotional or lead generation format best suited to your product or service.**
- 3. Making additional (*and on-going*) sales to the people who have already bought from you.**

It's that simple. All you have to do is to find a combination of strategies that work for you based on the above three steps and simply keep doing it.

## **Step 1: How To Get Inquiries And Names Of Prospects**

You must find people who are interested in what you're selling and have the money to buy it.

The purpose of any lead or sales generating system is to get as many qualified prospects and new customers as you possibly can. The important thing is to get people who are interested in what you have to offer *and* have the money to pay for it. It's relatively easy to get hundreds (or thousands) of names from an ad or direct mail campaign, but the real question is how many will actually buy your product/service... and will they keep buying from you?

Are they interested enough to spend their money with you? Or are they just dreamers and lookers who will waste your time, money and energy? What you really want are only those people likely to want to buy (and keep buying) your products/service. You want to convert as many of those new leads as you can into on-going customers. And you want to do that as cheaply as possible. That's why...

**You must test everything you do on a small scale before investing a lot of money on any one strategy.**

I, unfortunately, had to learn this lesson the hard way. But you get to benefit from my “school of hard knocks” education. I don’t want you to lose \$100,000 doing stuff that doesn’t work.

Here's an easy way to at least double the results of your marketing. To successfully use the strategies in this program you must test and monitor absolutely everything you do.

How do you do this? I’ve made it easy for you.

1. You must start to monitor everything you do. The best way to do this is with the “**Advertising & Promotions Results Analysis Folder**” folder included in this system.
2. Every time you run an ad, send a letter or do any kind of promotion, place a copy of the promotion in your folder. Use the “Advertising & Promotions Results Analysis” form to record all the details.
3. Do this every time you do any kind of promotion for your business.

**Monitor everything you do and you will at least double your results within 6 months!**

When you start monitoring all your promotions with the “Advertising & Promotions Results Analysis Folder”, you'll



discover some interesting information. If you did seven different ads or promotions in the past 6 months, the top one or two of those seven promotions have gotten much better results than the others. All you have to do is keep using the top one or two and dump the rest.

It's as simple as that! I couldn't make it any easier for you. All the tools you need to monitor your results are included with this system.

Just stick a copy of your promotional piece, direct mail, or ad in the plastic page protector in your "Advertising & Promotions Results Analysis Folder" and fill in the blanks on the corresponding "Advertising & Promotions Results Analysis Form". (There is an example of this form on the next page.)

The information you'll gain from this simple procedure can be worth hundreds of thousands of dollars to you.

**"There is no glory in this 'Reason Why Salesmanship On Paper' –no applause for it, --no admiration, --just profit."**

*John E. Kennedy*



**SECRET #1**

**Create A Cash Flow Surge  
With Customer  
Reactivation**

## SECRET #1

# Create A Cash Flow Surge With Customer Reactivation

If you've been in business for a while and already have a customer base, before you spend a dime on any external marketing, your first priority should be to focus on internal marketing. That means marketing to and maximizing the value of your existing and past customers. Your internal marketing should include offers to reactivate past and inactive customers, offers for repeat business, and campaigns to stimulate referrals from your existing customer base.

It seems as if most people are anxious to get started on their external marketing systems and bringing in new customers. After reading this course, you'll have a better understanding of how to effectively and efficiently do that than 99% of the business owners out there. But if you have a list of current and former customers, you're sitting on a gold mine!

Why should you start with marketing to your list of past and current customers first?

First of all, it is the *least* expensive target market that you can market to. Marketing to past customers is five times more cost effective than marketing to the mass market where you're trying to compete with all the other marketing messages vying for your prospect's attention. It only costs the price of a stamp or phone call to contact a prospect on your customer list.

Many businesses have grown 10%, 20%, even 50% or more in a few months simply by systematically marketing to their existing and past customer base through a system of carefully planned sequenced mailings. (We'll talk more about sequenced mailing later in the course.)

The second reason you should start with marketing to your list of past and current customers is that they are already qualified customers. You know they can afford your services *and* have an interest in Jewelry. They're more likely to respond to an offer from you because they have done business with you in the past and they know you, like you, and trust you. That is, *if* their previous experience with you was a satisfactory one.

The third reason you should start with marketing to your list of past and current customers is that they are a prime source of referrals, which we will discuss in another section.

So your first step is to implement a program to re-activate former customers.

If you haven't already done so, you need to compile a Master List of all your past and present customers. I would suggest doing this on some kind of database program on your computer. One of the best (and affordable) programs that I have found works perfectly with the systems in this manual is called "OrderDesk.com". It's a very powerful program and can help you track results from your marketing, but is very easy to learn and simple to use.

Once you have this Master List in the computer, you need to continually update it. Always add the names of your new customers and also the names of your prospective customers or "leads". This is crucial in order to properly use the powerful follow-up strategies that I will teach you later. In a very short time you'll realize that this list is the key to continually making a lot of money. It is definitely one of your most valuable assets.

For our customer reactivation strategy, we'll be using the list of your former and inactive customers. This technique can cause a pretty substantial cash flow surge in a short period of time.

Most businesses do a very poor job of keeping in contact with their customers. Getting a new customer is one of the most expensive processes in business. Once you get a new

customer, you want to keep them as a customer for as long as possible. The “Lifetime Value Of A Customer” can add up to really big money over time.

So one of the most important things you can do to keep a customer’s business is to simply treat them well, show them you care, and keep in regular contact with them.

According to statistics, businesses lose customers for these reasons:

- **1% die.** There’s nothing you can do about that one!
- **3% move away.** If they move out of the market area, there’s not a whole lot you can do about that.
- **5% take a friend or relative’s advice and switch to someone they recommend.** This one’s not really within your control either.
- **9% switch due to price or a better product or service.** Sometimes this can be prevented, sometimes not. Remember what we talked about in the “USP” section? You need to be unique so that you don’t have to compete on price.
- **14% switch due to product or service dissatisfaction.** I know that you can’t please everybody all the time, so some of this is unavoidable but many businesses don’t even try to prevent this.
- **A whopping 68% leave because of what they perceive and describe as “indifference” from the business or someone in the business.** They were never made to feel valued and appreciated because they were not communicated with and were taken for granted.

**So One Of The Most Important Things We Can Do To Keep Our New Customers And “Reactivate” Past Ones Is To Make Them Feel Important, Appreciated, And Respected.**

And how we will do that is with a letter sent to our list of past customers called the **“We Miss You!”** letter. It’s designed to make an emotional impact on the past customers who have “fallen by the wayside”, and get them to schedule an immediate appointment.

Direct Response Marketing is designed to produce immediate and measurable results. The “We Miss You!” letter is a direct response medium called “direct mail”. The most effective direct mail letters are not written in an impersonal, business-like, stuffy, “King’s English” style. The most effective direct mail letters are written in a conversational, one-on-one tone.

Even though this letter may be going out to hundreds or thousands of your past customers, it’s written as if you’re talking to just one person.

Don’t worry about being grammatically perfect. Write the way that you talk. This personal style of writing has been proven to produce the best results in direct mail.

Go to the next page to read the letter.

**Client Reactivation Letter:**

## **“We Miss You!”**

Dear <client name>,

I’m very concerned.

You were a valued customer of mine and I haven’t seen you for many months.

I would genuinely like to know the reason why. I hope that you weren’t unhappy in any way with our services or made to feel uncomfortable. Or maybe you were concerned about the cost of Jewelry and didn’t think you could afford to continue buying.

I can only *guess* at why you haven’t been back, but I’m concerned that your jewelry needs are going to go unfulfilled.

I want you to know that if there is anything we’ve done that has kept you from visiting the store, I want to make it right.

If that means I need to give you some jewelry for free, or whatever it takes to regain your confidence, I’m willing.

And if you’re concerned about the cost or don’t have the money right now, that’s O.K. too. If necessary, I’ll make a special financing plan available to you.

Why would I do that?



## **Client Reactivation Letter - Page 2:**

Because I'm concerned about you. I value you as a customer and would like you to come back.

So, I'd like to offer you a one-time "Former Customer Special", just for you.

First of all, I want you to call my office and talk to Heather when you get this letter. My number is (000) 000-0000.

When you call, schedule a time to come in as soon as possible so we can discuss what you need.

I'll make sure Heather works you into my schedule as soon as possible. I'm really concerned about you and don't want you to wait!

If there's something we've done that has kept you away, or even if it's just because of your busy schedule, I've told Heather to give you half price off your next jewelry purchase. Let me "buy" the other half to get you back as a customer.

But you need to call me right away to get this half-off special price. This offer is only good for the next 10 days. Once again, my number is (000) 000-0000.

I hope to hear from you in the next few days, and I look forward to seeing you very soon.

Sincerely,

Joe Blow  
Your Town Jewelry Store

You might wonder why you should use an approach that implies that *you* were the reason that they didn't continue shopping. But how do you think people will react to it? Even though you haven't done anything wrong, the letter is sincere and shows that your customers are important to you.

Obviously, this letter can be changed and adapted to whatever works better for you or your past clients. The headline could be, "Where Have You Been?", "What Happened?", "I'm Puzzled", etc. You know your customers better than I do so make any changes that you think would make it better.

You may want to change the special offer to whatever is economically feasible for you.

But whatever changes you make to the letter, don't make it sound sterile or "business-like". Test mailing it to a small list of former customers and evaluate the results.

The whole point to this entire section is that the only reason many of your former customers haven't stayed with your program is because you haven't communicated with them.

The purpose of this Client Reactivation promotion is to spend as little money as possible, and get the greatest return possible. It should only cost approximately .03 to .05 per page to make copies of this letter and you don't have to mail them all at once. You may want to mail 100 or so as a small test and then evaluate the response before mailing the rest.

If you have some computer skills, you should try to personalize the mailing. In other words, use the person's name in the salutation. If that's not possible, just use "Dear Friend".

One of the biggest challenges we have in using direct mail is simply getting the envelope opened. People sort their mail over the wastebasket. Gary Halbert, a very successful (and expensive) marketing consultant, talks about "A" pile mail and "B" pile mail.

“A” pile mail is important stuff that you open and look at right away. Things like a personal letter from your Aunt Flossie in Florida. “B” pile mail is mail that is obviously unsolicited “junk mail”, addressed to “Occupant” and with a bulk mail indicia instead of a live stamp.

We want our direct mail to look as much like “A” pile mail as possible. It’s best to hand write the person’s name on the envelope. You want it to look like a personal letter.

And we want to use a live first-class stamp, just like Aunt Flossie would do if she were sending you a letter.

If handwriting the name and address on the envelope is not possible, the next best option would be to use your computer and printer to direct print the address on the envelope using “Courier” font.

The least favorable option, a label stuck on the envelope, screams “junk mail”.

Also, don’t put the letter on your business letterhead. Just use a plain white sheet of paper. You want the letter to look as personal as possible.

This style of direct mail has proven time and time again as being the most effective low-cost formula but can produce a high potential return in a very short period of time.

There’s no need to reinvent the wheel. Adapt the letter to your needs but don’t deviate from the personal, one-on-one style of the letter.

**“There would be no advantage to be gained by sowing a field of wheat if the harvest did not return more than was sown.”**

*Napoleon Hill*

**I hope you learned a lot already reading this sampler edition.**

**To get a digital copy of the complete 200+ page book, just send an email asking for it to [michael@notvanillamedia.com](mailto:michael@notvanillamedia.com)**

**We will rush you a copy a.s.a.p**

**If you'd like some help with this type of marketing, contact us today at the website.**

**<https://notvanillamedia.com>**

**Below you'll see a portion of the rest of the chapters in this valuable book.**

## SECRET #2

# How To Use Two-Step Display Ads

Small display ads in your local newspaper are a very effective and affordable way to generate a continual flow of potential students for your school.

These ads, called ‘Lead Generation Ads’ (or LGA, for short) are the first part of what is called a ‘two-step’ sales strategy.

In Lead Generation Advertising, you do not advertise your services. Instead, you advertise for exactly the type of person you want to respond. You advertise for your ‘target market’.

The only job of LGA is to produce leads. It’s not to pre-sell your service, build name recognition, or anything else. It’s one and only job is to get the people most likely to become a client, to raise their hands and identify themselves as someone who is interested in what you have to offer.

Lead Generation Advertising allows you to invest most of your time and money talking only to qualified prospects. It’s a tool that effectively and affordably replaces all that “grunt work” in-person and telephone prospecting.

The beauty of LGA is you won’t have to call prospects. They will call you!

That is, *if* your ads do two things:

1. Grab the attention of your prospects, and
2. Make them curious enough to respond!

The difference between emotional direct response advertising and ‘image advertising’ is that with...

## **It's Proven That 80 To 90% Of The Success Of Any Ad Is The Direct Result Of How Well The Headline Gets Attention!**

The biggest mistake you can make in your marketing is to use a straightforward approach that attempts to appeal to people's sensibilities. Logical advertising is dead advertising! Emotions are what motivates people to respond!

Most businesses are all running ads that look alike. No curiosity is aroused, no emotions, no attention-getting headline... basically just a big business card.

For example:

### **Your Town Karate** (large logo is usually here)

In business since 1984



- Weekend and evening classes
- Classes for children and adults

345 Main Street  
Your Town, CA 55666  
(000) 000-0000

**A truly fatal mistake in advertising is to think your prospects and clients think like you do...and like the same things you do.**

They don't give a hoot about your business name, logo, fancy-looking ad, or any of the stuff that you may think is important.

The only thing your prospect cares about is **WIIFM**, remember? How will doing business with you benefit them.

**Here are some ideas for free reports you can use as a jewelry store owner:**

- Teach me how to not get ripped off buying low quality jewelry
- Teach me how to find quality jewelry for less
- Teach me about jewelry and the jewelry industry
- Share your jewelry knowledge that can really help a shopper
- Tell me about the dirty tricks some jewelers use
- Tell me how to get the most money when selling my old jewelry
- Tell me how to buy engagement rings or wedding rings
- Tell me what's popular this year
- Teach me how to put together a jewelry collection for all occasions

**“On the average, five times as many people read the headlines as read the body copy. It follows that unless your headline sells your product, you have wasted 90% of your money.”**

*Ogilvy On Advertising*

## **SECRET #4**

# **How To Use FREE Reports To Get Prospects Calling You!**



## SECRET #4

# How To Use FREE Reports To Get Prospects Calling You!

By now I'm sure you've figured out that a FREE Report is one of the tools we'll use to motivate prospects to call you. It's been the focal point of most of our lead generation ads. Most people don't want to talk to a salesperson, but they *will* call a non-threatening recorded message to ask for a free report.

**The purpose of your FREE Report is to educate people and to start building a psychological relationship and rapport with you.**

Your report is a non-threatening, non-salesy message that provides enough helpful advice to show that you offer solutions to your prospect's problems and wants, and that they would benefit from working specifically with you.

The reports are written in a friendly conversational style.

## SECRET #5

# The Little-Known Secret Of The Direct Marketing Masters - The Multi-Step Follow Up Sequence

Let me give you a few examples of some multi-step follow up techniques.

**Sample Sequence “A”**

<b>Action</b>	<b>Time Between Steps</b>
Pre-FREE Report Phone Call	Immediately
FREE Report	Immediately
Follow up phone call	3 to 5 days after mailing report
Letter #2	21 Days after Letter #1
Follow up phone call	3 to 5 days after mailing Letter #2
Letter #3	21 to 30 days after Letter #2
Follow up phone call	3 to 5 days after mailing Letter #3
Postcard	30 days after Letter #3
Current monthly newsletter	30 days after postcard
Current monthly newsletter	30 days after first newsletter
Phone call	3 to 5 days after mailing 2 <sup>nd</sup> newsletter
Postcard offering a different FREE Report	30 days after second newsletter is delivered
Postcard offering a seminar	30 days after previous postcard

## SECRET #6

# How To Use Attention “Grabbers” To Make Your Letters Virtually *Jump Out* And Grab Your Prospect’s Attention

As you’ve already learned, the purpose of your FREE Report is to get the prospect to call you. In order to achieve that, your free report and letters and other follow up information must do two things:

- 1.** They must “stand out” from all the other mail your prospects get.
- 2.** They must be interesting and compelling enough so that your prospect will read your letters and act on them.

Like I talked about earlier, your prospects are bombarded with thousands of advertising messages every day. Most people have gotten pretty good at tuning them out.

So your stuff has to stand out from the rest.

Luckily you have an unfair advantage! First of all, if you just follow the formula I have taught you so far, you’ll be miles ahead of almost everybody else.

Most businesses’ marketing messages are pretty bad. Just simply following through on all the things you’ve learned so far will put you way ahead of the pack.

But in this section you’ll learn some jealously guarded insider secrets that will make your marketing messages practically reach up and grab your prospects by the throat!

## SECRET #7

# Mock Checks And Vouchers

Even though we talked about mock checks as grabbers in the previous section, they can be so effective that I thought it was important to elaborate a little further.

The mock check and the accompanying “Mock Check” letter have been very effective for not only generating leads, but it has also worked well when sent to past and inactive clients.

A “gift”, coupon, online coupon code or discount voucher can also be substituted for the mock check.

The idea behind this promotion is two-fold:

1. **Buy the recipient your time or service.** For example, you could value a special consultation and jewelry buying secrets lesson at \$50. The prospect could use his mock check for this service.
- 2. Let the prospect use the check (or gift voucher) as full or partial payment toward any other products you offer.** You could allow the prospect to use his check toward their next purchase. Or the voucher could be for a free pair of earrings.

## SECRET #8

# How To Use Yellow Stick-On Notes To Personalize Your Promotions And Boost Response

Would you like to learn a little secret that will help get your direct mail read by the person you intended it for?

Research shows that up to 65% of mail never actually reaches the person it's intended for.

Here in the USA, there is a company that specializes in doing nothing but personalized mailing using little yellow stick-on notes. They mail 3 million letters like this... *per month!*

The owner of the company says that this little yellow stick-on note secret increases the response to ordinary sales letters by up to *2700%! Yes, you read that right... 2700%!*

## SECRET #9

# The Little-Known Direct Marketing Secret That Increases Response From Untested Mailing Lists While Reducing Costs

One of the best ways to cut costs and increase the response from “cold” or untested mailing lists is a little-known direct marketing secret that can generate a ton of leads. It can also be used to send other offers to your “**house list**”.

Once you know the profile of your typical customer, you can rent mailing lists of people in the area of your store who match that profile.

Let’s suppose that a majority of your prospects are families with 2 to 3 children. They have an average yearly household income between \$65,000 to \$85,000 per year and live in a home valued between \$200,000 and \$275,000 located in a suburb that is within 10 miles of your school.

This, of course, is just an example. You probably know the profile of your customers. If not, you should definitely figure it out. Knowing that information could help you make a lot of money.

So now we have a profile of your average student.

You can now call a list broker and ask to rent a mailing list of people matching that profile. It usually costs \$100 per thousand names to rent a list like that with a minimum quantity of 5,000 names (if there are 5,000 available matching your criteria)...

## SECRET #10

# The Simple Way To Get Referrals

Who are the most enthusiastic supporters and promoters of your store?

Your current active and satisfied customers, right?

If you asked those customers if they knew of any friends or acquaintances who would be interested in your store, I bet they would reply... “As a matter of fact, somebody at college has been asking me a lot of questions about my jewelry” ...or something like that.

Most businesses never get many referrals because they don't ask for them.

I'll be the first to admit, it's not always a comfortable thing to do.

So I've included a sample referral stimulation letter that can be mailed to all your current and past customers. You could also include it as an insert in your newsletter. (We'll talk more about newsletters a little later.)

You could also include this letter in your customers shopping bag. (More on that later, too.)

You could always just get referrals the old-fashioned way... Ask! It still works pretty well.

But the Referral Reward Program Letter works well because it provides a little incentive to your customers.

I think it's pretty self-explanatory.

## **Referral Stimulation Letter - Page 1**

# **“I Need Your Help!”**

Dear Friend,

I think you can help me with a problem I have.

I don't know if you realize it or not, but advertising for new customers can be pretty expensive. And after I spend all that money on advertising, I'm still not guaranteed to get one single new student.

“Word of Mouth” advertising is still the best type of advertising. And frankly, I'd rather reward you for sending me new students than spend all my money on advertising.

Many customers have mentioned that their friends, acquaintances, and family members have expressed an interest in jewelry. With this in mind, I came up with my new...

## **Referral Reward Program!**

Here's how it works:

For every referral that you send me who becomes a customer, you'll get your choice of the following, absolutely FREE:

1. One coupon for \$25 off your next jewelry purchase
2. Dinner for two at Applebees
3. Two movie passes at the Cinemark 16
4. A Rolex sweatshirt

I know that I don't *have* to offer rewards for referring friends, but I think it's important to show that I value you as a customer and appreciate your referrals.



## **Referral Stimulation Letter - Page 2**

When you think about people that you might refer, keep these ideas in mind:

1. People you work with or go to school with.
2. Friends listed in your address book.
3. Neighbors
4. People you know from your gym or health club
5. Family members
6. People you do business with.
7. People who attend your church

Hopefully, that will jog your memory a little. If you just spend a few minutes thinking about it, I'm sure you'll come up with quite a few people you know who would like to experience all the benefits that you've experienced shopping with us.

I've included a couple Referral Forms to help you jot down the people you think of who might be interested in finding out more about Sparkles Jewels. Feel free to make more copies of the Referral Forms if needed, or you can just use a regular sheet of paper.

Thanks for your help!

Sincerely,

Michael

P.S. You have my word that I won't pester or "strong arm" the people you refer to me. I'll treat them with the utmost respect and courtesy.

P.P.S. I'm looking forward to sending you to dinner or a movie soon...on me!

**Referral Stimulation Letter - Page 3**

**Sparkles Jewels Referral Form**

Please use this form to write down any referrals you have for us. This form makes it easy for us to keep track of your referrals and make sure you get credit toward the Referral Reward Program. Feel free to call us at 000-000-0000 if you have any questions.

Your Name \_\_\_\_\_

Your Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Your Phone \_\_\_\_\_

\*\*\*\*\*

**Referral Information**

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Home Phone \_\_\_\_\_

Best Time To Contact \_\_\_\_\_

Check One:

\_\_\_\_\_ Yes, please contact the above referral. I have already talked to them and they are expecting your call. Feel free to use my name when you call.

\_\_\_\_\_ No, please do not use my name when you contact the above referral. I have mentioned your store but have not mentioned that you will contact them.

## **Follow Up!**

(Am I starting to sound like a broken record?)

### **SECRET #11**

## **The Secret Of Successfully Handling Walk In And Phone Inquiries**

The key to successfully handling walk in and phone inquiries lies in a little-known study that shows...

**Only 10% To 20% Of People Will Buy On  
Price Alone. The Other 80% To 90% Are  
Looking For Value.**

What the majority of people want is a product that will solve their problems at the best possible price.

The best way to handle walk in and phone inquiries and make sure that you do everything possible to get their business is simple...

**You need a system to find out what is important to  
prospective customers before you give out any price or cost  
information.**

It's important that you show your prospects empathy... that you understand their needs. Then you can show them how your products will meet their needs. This way your prospect will be assured that your price will be worth their money...

In response to the “How much is it?” question, you could say, **“(Prospect’s name), before I can answer that I need to ask you a few questions so I can understand your needs and goals a little better. Once I understand what you’re looking for, if I’m able to help you, I’ll give you a firm price.”**

After all, in some cases, you may not be able to help them achieve what they want.

It’s probably best if you do not give your prices out over the phone. The best thing would be to schedule them an appointment to come into the store.

**Don’t Ever Just Give A Price And Details Of Your Product Without Explaining *What It Will Do For Your Prospect, And Why They Should Do Business With You.***

Does that sound familiar? If you developed your USP like we spoke about in one of the first sections, you should be able to do that easily.

On the next page is a sample Qualifying Questionnaire that you can use for your walk in and phone inquiries. Feel free to make copies of it and use it. Alter this to your Jewelry business by changing up the questions that work for you.

# Qualifying Questionnaire And Phone Script

## For Incoming Calls

Date: \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Have you been here before? \_\_\_\_\_

How did you hear about us? \_\_\_\_\_

Have you purchased jewelry in the past? \_\_\_\_\_

If so, where did you purchase it? \_\_\_\_\_

Is this for yourself or a gift for someone special? \_\_\_\_\_

Are you looking for something in particular? How soon do you want it? \_\_\_\_\_

What were you considering getting today? \_\_\_\_\_

Do you know what is most popular today? \_\_\_\_\_

Are there any special occasions coming up that require jewelry? \_\_\_\_\_

What other options have you been looking at? \_\_\_\_\_

**To schedule an appointment ask: "When would be the best time for you to come in? Would Thursday morning or evening be better?"**

### Appointment Scheduled:

Date: \_\_\_\_\_ Time: \_\_\_\_\_ AM/PM

Your prospect is still listening to that radio station... **WIIFM: What's In It For Me?**

## **SECRET #12**

# **The Secret Of Getting Publicity To Position You As An Expert And Generate Hot Qualified Leads**

Self promotion is a necessary component in order to have the proper “positioning” for success today. It’s a great way to make your jewelry store stand out. Become the go-to jewelry expert in your city.

Gary Halbert, a master at self-promotion, once said this: “Do you know how I know I’m the greatest copywriter in the world? It says so every month in my newsletter!”

I got a good laugh out of that but there’s a lot of valuable advice there.

So why do you want to promote yourself?

People identify and connect with *people*. They are not drawn to, and do not develop deep and lasting relationships with a business.

Why do some of the large and successful businesses have a spokesman? Because people identify and connect with people, not some nameless, faceless corporation.

Look at Ronald McDonald and McDonalds. Or Lee Iacocca and Chrysler. Many of the big companies realize that

they need a person or spokesperson that their customers can identify with.

When you have a certain level of public visibility doing seminars, speaking to groups, or appearing in almost any kind of media, it creates an aura of celebrity and authority, and positions you as an expert.

Taking steps to make yourself into a local or even nationally recognized expert creates strong mystique, charisma, celebrity status, and even more importantly, it positions you so people seek you out rather than prospecting for them. In addition to all of the successful direct response marketing secrets you're learning in this course, publicity is one more way that you can position yourself so people call you.

Most people perceive someone as an expert if they're on television, radio, or have an article printed about them in a newspaper or magazine. And better yet, we've been conditioned for years to believe that *anything* we read in a newspaper or magazine is the truth.

In addition to all the other secrets you're learning to build your business, I would encourage you to reposition yourself and your store as THE source for information about jewelry buying, the jewelry industry, or design, even the place to get gifts.

Producers of local and regional television shows, news programs, and newspapers are always looking for new people who are experts in their fields. Anything that improves peoples' lives or is controversial is always popular.

In the next few minutes, I'm going to share some fairly easy ways to position yourself as an expert and get free publicity.

## Press Releases

But when a newspaper or magazine writes an article about you or your store, it's almost always perceived as the truth. You gain credibility *and* celebrity!

The way to get publicity is to send out press releases about almost everything of importance that you do.

Send out a press release when you write a book. Send out a press release when you offer a special event. Send out a press release when you're promoting new products.

One of the best ways to almost *guarantee* that your press release will get published or you will be called for an interview is to tie your area of expertise into a news event that is getting a lot of attention.

### Sample press release

For Further Information

Contact:  
Joe Jones (000) 000-0000

## **Free Seminar On Choosing an Engagement Ring or Wedding Rings. What Every Couple Should Know!**

A free seminar on "Choosing an Engagement Ring or Wedding Rings" will be held on Saturday, September 18, 2022 from 10:00 AM to 11:00 AM at the Sparkles Jewels, located at 123 N. Main Street, Yourtown, Ohio 44203. This seminar will cover many topics including: How to choose your style, what are the options today, how to buy diamonds, how to afford the purchase, what to avoid, how rings are made and designed,



and how much do they cost. The easiest way to buy rings, how to avoid being ripped off by unscrupulous jewelry stores and the 8-point wedding ring buying guide.

The seminar is free, but seating is limited. For reservations and information, call (000) 000-0000.

This is a very simple press release that can be very effective. Don't be surprised if your local newspaper runs a release like this word-for-word.

You'll notice that it has a headline and the body copy is double spaced. That's the format that the media expects.

## SECRET #13

# The New Customer Welcome Kit

In the mail order business there's an expression called "OBE" which means "Out of Box Experience".

In other words, you want people to be thrilled and pleasantly surprised when they get your package. You want the item to be a better value than you promised and you want to include some valuable unexpected bonuses. You want to create a "Wow!" experience for your customer.

The main reasons for this are:

1. To prevent "buyer's remorse"
- 2.** To endear the customer to you, so they'll continue to do business with you.

How you can utilize this same idea is by creating a "New Customer Welcome Package".

The first thing you should do is to send out what I call a "**stick letter**". It means that you want to make sure that all the work you've done to get this prospect through the door "sticks". This letter should go out in the mail the very same day your customer buys the first time.

An example is on the next page.

## Stick Letter Example

# Welcome!

Dear Mr. Prospect,

It's a pleasure to have you as a new customer.

You're a part of a very elite group of people who appreciate great jewelry. So I hope you feel as special as I do that we've met and started what I expect will be a long and successful relationship together!

I want to make sure that you get all the help, advice, and guidance you need to help you find and choose the perfect jewelry for yourself and all those gifts you need. I have structured my store with exactly that goal in mind.

But if I or any of my staff can be of any additional help, or if you have any questions, please ask. That's what we're here for...to serve you!

I hope you don't mind that I'll be in regular contact with you by mail or phone. I don't get new customers and then only contact them at "buy my jewelry" time. I consider all my customers friends and part of our family here.

Please don't hesitate to contact me if I can be of any help to you.

Thanks again and welcome!

Sincerely,

Michael Johnson

P.S. Keep an eye out for your New Customer Welcome Package which will be arriving on your doorstep any day now.

## SECRET #14

# Maximizing Your Back End

This might be the most profitable chapter in the book for Jewelry store owners. It's sad how many of them neglect this topic when it can double and triple your profits every year.

This simple thing to do is how some jewelry stores grow like volcanoes and others just get by. It's the secret the huge online jewelers use to profit like crazy behind the scenes, away from prying eyes of the competitors.

The biggest mistake most people make is to work like crazy trying to get a prospect to become a customer and, as soon as they make a sale to that person, they forget all about them. Then they spend lots of money and time chasing new customers.

This is a costly mistake, because...

**In ANY Good Business You Will Make Most Of Your Profits Out Of Additional Sales To Your *Existing* Clients.**

In other words...

The really big profits in your business are in selling something else to the people who are already your clients.

Why is that? Simply because it's at least **six times easier** (*and a lot cheaper*) to sell something else to a person who has already bought from you, than to new prospects. This also means it's much more *profitable*.

The biggest barrier you have to overcome when trying to get new business, is to get the trust of a new customer.

## SECRET #15

# Newsletter Marketing

Newsletters are a good back end marketing tool for several reasons...

1. It's a very inexpensive marketing tool.
2. Your customers aren't just getting a monthly "sales pitch." They're receiving some real value from the newsletter.
3. You can promote your store and also any back end offers.

I know there are some professional organizations that sell a pre-written monthly newsletter that you can customize with your store information.

These are better than *nothing*, but to get the maximum response from your newsletter it should come from you.

Your newsletter should be a reflection of your personality so I think it would be best if you write it yourself.

If you have a template set up with your regular feature articles, you could just dictate the information onto a voice recorder and have it transcribed and inserted into your template.

The most important point is...

**It Should Look Like It Comes From Your Store.**

## SECRET #16

# Joint Ventures

One of the best techniques to get new customers is to find out who has already done your work for you. What I mean by that is that some other business, or some other professional practice, has already spent a lot of time, effort and advertising dollars to get customers, clients or patients that can now be yours for little more than just asking.

Here you can introduce your jewelry store and your products directly to another businesses list! Very powerful!

I'm talking about gaining access to new customers with the express permission and enthusiastic cooperation of the business that acquired those customers in the first place!

This process is known as setting up a "joint venture" and is also known as a "Host/Beneficiary relationship." Company A (the Host) agrees to let Company B (the Beneficiary) deliver a sales message to people who are Company A's customers.

## SECRET #17

# How To Milk Reverse Joint Ventures Like A Cash Cow

Now that you understand joint ventures, I think you'll see how profitable Reverse Joint Ventures can be.

In this case, you are the host.

Start by identifying businesses with products or services most compatible with your customers.

Next, contact the owner of the potential “Beneficiary” company. Explain to him that you’ve spent a lot of time and money developing goodwill and credibility with your customers.

Then explain that you think the Beneficiary’s product or service would be of great value to your clients.

## **SECRET #18**

# **You’re Not Sending Enough Emails!**

It’s really as simple as this:

If you want more customers and sales, send more emails.

Although I don’t know you (yet) and I’m not privy to all the details about your business, I’d bet you dollars to donuts that you’re not sending enough emails.

How do I know? Because hardly *anyone* is sending enough emails.

Here are the facts about email marketing:

The average email open rate is 20%.

That means in an ideal world, if you want to reach 100% of your customers, you need, on average, to send five emails.

In other words, if you’re only sending one email each month, it’s going to take you five months to reach all of your customers. (Again, in an *ideal* world. We know that because of delivery issues you’ll never actually reach all your customers with email alone. That’s why all the other offline methods have been included in this book.)

## SECRET #19

# **Make Sure Your Website Isn't Designed By The Sales *Prevention* Department!!**

If you're frustrated with how your website is performing... if it's not bringing you the sales and customers you want... if you get traffic to your website but that traffic doesn't convert to buyers... don't worry. It's a common problem.

Because most business owners have been misled about their websites... and online marketing in general.

We've been told it's as simple as putting up a website and then traffic will be attracted to it.

In other words, the good folks who create and design websites tell you that if you just build a site that looks good, the customers will find you.

But it just doesn't work that way.

There are thousands and thousands of businesses with beautiful websites that went out of business. Because they didn't do the *numero uno* thing that a successful website must do:

**Convert Visitors Into BUYERS!**



## SECRET #20

# Test, Test, Test!

I know, I know! This is supposed to be the “17 Secrets” Marketing Course! I figured that you wouldn’t mind if I threw in some extra unexpected secrets that will help you not only make hundreds of thousands of dollars... but will also help you keep from *losing* thousands of dollars.

“Test, test, test” is one of those direct response marketing secrets.

In many cases, the only way to know what will work or what will be effective is to test it. The techniques I shared with you in this manual work *most of the time*. There will always be variables that can affect your results.

I learned a long time ago that my opinion or other people’s opinions about what they *think* will work doesn’t amount to much. The only “vote” I care about is when the client “votes” with their money.

Test everything you do on a small scale first. Then if it works well, you can begin to roll it out on a larger scale.

**This is the end of your  
sampler edition of the  
book.**

You've read only about 45% so far, to get the whole digital edition free, visit the website and shoot us an email. We will send you a FREE copy.

## Parting Thoughts

We've certainly covered a lot of ground together.

I hope you don't feel so overwhelmed with information that you don't know where to start.

You can just start with one or two of these secrets. By the time you work your way up to using all or most of them, I bet you won't even remember what it was like when you didn't have enough clients... and income.

Sincerely,

Michael Johnson

Finally, I know we went through a lot of information in this book. It frankly can be overwhelming to learn and do marketing for your Jewelry Store. You have plenty to keep you busy just running a successful store and keeping customers happy and coming back time after time.

I'd like to let you know that help is available at **NotVanillaMedia.com** and we can take the load off with a risk-free customer reactivation promotion for your business. Stop by the website to see how easy we make it and pick up our free report.

**Increasing your sales and profits without more work...**

**"Finally! Marketing Promotions that I get to try for FREE and get MORE SALES before paying a dime. Genius!"**